



State of Wisconsin  
Governor Scott Walker

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**Department of Agriculture, Trade and Consumer Protection**  
Ben Brancel, Secretary

**Date:** May 14, 2014

**To:** Board of Agriculture, Trade and Consumer Protection

**From:** Ben Brancel, Secretary *Ben Brancel*  
Dan Smith, Administrator, Division of Agriculture Development *Paul A. Smith*

**Subject:** End of Year Summary, Alice in Dairyland

**Presented By:** Kristin Olson, 66<sup>th</sup> Alice in Dairyland

**Recommendation/Requested Action:** Information only

**Summary/Background:**

**Introduction** – Alice in Dairyland is a public relations professional, serving as Wisconsin's Agriculture Ambassador, with the Division of Agricultural Development at the Wisconsin Department of Agriculture, Trade & Consumer Protection (DATCP).

Alice in Dairyland works for one year as a contract employee of DATCP. Kristin Olson's year began in June 2013 and will end June 2014. During the year as "Alice" she promotes Wisconsin agriculture-working on behalf of our state's farmers and agribusinesses.

Alice is a unique and important part of Wisconsin's promotional and informational efforts, connecting consumers to agriculture by conducting media interviews, speaking at urban and rural community events and educating school students.

Since the Alice in Dairyland program's beginning in 1948, the position has continued to expand. For more than six decades, she has evolved into an icon promoting Wisconsin's food, fuel and fiber.

**Mission Statement** – To support agricultural business by educating the general public about the vital role agriculture plays in the economy, environment and quality of life in Wisconsin.

*Agriculture generates \$59 billion for Wisconsin*

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**66<sup>th</sup> Alice in Dairyland** – Kristin Olson grew up in Fond du Lac showing dairy cattle with her family's small show herd, Crestbrooke Holsteins and Jerseys.

In 2010, she graduated from the University of Wisconsin-Madison with a life sciences communications degree. During college, Kristin held leadership roles in the Association of Women in Agriculture, Badger Dairy Club and the National Agri-Marketing Association. She was the 2007 Fond du Lac County Fairest of the Fair and the 2009 Wisconsin Outstanding Holstein Girl. Additionally, Kristin interned with the Wisconsin House of Moo, Accelerated Genetics and UW-Madison Dairy Science Department.

Prior to being selected as the 66th Alice in Dairyland, Kristin worked as the dairy advertising coordinator at Accelerated Genetics.

She is an active member of the agriculture community. Kristin serves on several committees within organizations including the Association of Women in Agriculture's alumni board, the Wisconsin Holstein Association and the Dodge County Holstein Association.

**Key Messages** – Throughout the year, Kristin focused on two key messages that reflect the goals and work plan of DATCP, adapting them based on the audience:

- Agriculture is a diverse industry vital to Wisconsin's economic development, generating a \$59.16 billion annual impact.
- Buying Wisconsin grown and produced products supports Wisconsin agriculture and local farmers, producers, processors, communities and economies.

**Goals** – Progress through February, 2014 (75% of year)

*Goal 1:* Generate media coverage with 75 television interviews, 150 radio interviews and 75 print interviews and 450 internet postings featuring key messages.

*Result:* Generated media coverage with 37 television interviews, 110 radio interviews, 38 print interviews and 666 internet postings featuring key messages.

*Goal 2:* Give 300 speeches that include at least one of the key messages.

*Result:* Gave 335 speeches that included at least one of the key messages.

*Goal 3:* Develop and execute three industry partnerships for campaign blitzes.

*Result:* Kristin developed and executed three industry partnerships for campaign blitzes at the time of this publication with a possible 4<sup>th</sup> in the works for the end of May.

Her year began with "July is Ice Cream Month" featuring Wisconsin ice cream. Through this campaign Kristin reached a diverse audience teaching them about the 11 ice cream plants in Wisconsin that contribute to the \$59 billion agriculture economy.

The second media campaign is an annual campaign scheduled just in time for the holiday shopping season, promoting Something Special *from* Wisconsin™ products. This year, working with Something Special *from* Wisconsin™ program manager, Lois Federman, Kristin developed talking points for the record 44 participating companies.

2014 was the third year of the Wisconsin Potato and Vegetable Growers Association (WPVGA) campaign. Through her visits with TV and radio stations, Kristin distributed information to consumers on the health aspects of potatoes and how they contribute to Wisconsin's economy. She also provided recipes to promote the versatile nature of Wisconsin potatoes. The WPVGA provided wonderful resources in the forms of education with tours, handouts and visuals for the media campaign.

### *Additional Key Accomplishments*

Social Media: Kristin was tasked with a unique challenge for her year as the Alice in Dairyland Facebook account transitioned from a personal page to a business fan page. Through her diligent posting and without any paid advertising, Kristin has grown the page from zero "likes" to 1,540 likes, in the course of 9 months. The post with the largest audience reach came on March 28<sup>th</sup> with the announcement of the finalists for the 67<sup>th</sup> Alice position, resulting in 5,882 views. Other posts resulting in peak reaches of over 2,000 included the Alice poster photo session in July, Championship hog picture from Wisconsin State Fair in August, Cow of the Year announcement at World Dairy Expo in October, and a "felfie"-an internet phenomenon that swept the ag world as a spinoff of the popular "selfie" that showcases the picture-taker with a farm animal- taken of Kristin on her family farm in January. With the transition to the fan page, the program is able to track the above data along with additional information to assist in targeting the message and showing us where we could improve our reach.

Madison and Milwaukee Media Market: Scheduling agriculturally centered news for the larger, urban media markets is a constant challenge for the Alice Program, namely Madison and Milwaukee. Kristin worked diligently to make maintain connections with the Madison TV stations, continuing a monthly spot on the Sunday morning program with NBC 15 and visiting with other various Madison stations during media campaigns. Through this, Kristin has been able to reach an audience that isn't exposed to agriculture on a daily basis. The Milwaukee media market continues to be a challenge but Kristin was able to schedule one TV interview with TMJ4 during a media campaign.

**Program Direction and Partnerships** – Alice accomplishes her goals through the support of many Wisconsin partner organizations.

To encourage the use of ethanol, Kristin has driven an E-85 flex-fuel Chevrolet Tahoe, made possible through a partnership with the **Wisconsin Corn Promotion Board**. To date, she has traveled more than 34,000 miles to hundreds of events while fueling up with E-85, a renewable fuel made from locally grown corn. E-85 is a blend of 85 percent ethyl alcohol and 15 percent gasoline that is produced from the starch in agricultural products such as corn and switch grass.

The **Wisconsin Milk Marketing Board (WMMB)** is another major partner. With WMMB, Kristin has presented to more than 3,700 students through February with an additional 5,000 anticipated in March, April and May. In the fourth grade classrooms, a program called Growing a Healthy Wisconsin educates students about 16 healthy foods

grown in Wisconsin through a trivia game format. WMMB puts this presentation together and provides the Alice program with training, materials and support.

The **Kettle Moraine Mink Breeders Association** provided Kristin with a beautiful mink coat, custom made for her after she learned about the mink industry. Wisconsin is known for having some of the highest-quality mink pelts in the world. The coat promotes Wisconsin's mink ranchers and the number one ranking in production and sales of mink pelts.

The **Wisconsin Jewelers Association** helps to increase the visibility and impact of Alice in Dairyland with the use of specially designed tiara and brooch. The tiara, made of 14 karat golds and platinum, has three scallops lined in diamonds and features the amethyst and citrine stones which are indigenous to Wisconsin.

The **Wisconsin Potato & Vegetable Growers Association** partnered with the Alice in Dairyland program to promote Wisconsin potatoes for the third year. The March media campaign highlighted that Wisconsin ranks third in the nation for potato production, described the nutritional benefits of potatoes and the high quality of the research and storage facilities in Wisconsin.

### **Selection of the 67<sup>th</sup> Alice in Dairyland**

The 67<sup>th</sup> Alice in Dairyland Finals will be held in Clark County, May 15-17, 2014.

The success of the Alice in Dairyland program is dependent on partnerships that offer financial and educational support.

The program welcomes feedback from the Board in its ongoing efforts to continue building partnerships, which will maximize the benefits to the agriculture community.

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